

# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** James R. Helmer

**SUBJECT: TECH MUSEUM PARKING  
VALIDATION PROGRAM**

**DATE:** 05-02-06

Approved

Date

5/3/06

**COUNCIL DISTRICT: 3**

## **RECOMMENDATION**

Adopt a resolution amending the Master Parking Rate Schedule with the following additions:

1. Include the Convention Center Garage in the Tech Museum of Innovation Parking Validation Program.
2. Establish an incremental parking rate up to a daily maximum of \$5 with a Tech Museum of Innovation Parking Validation for the Convention Center and 2<sup>nd</sup>/San Carlos Garages, and repeal Resolution 73041.

## **OUTCOME**

This proposal is expected to increase customer satisfaction of the Tech Museum of Innovation (Tech Museum) visitors by providing a more convenient parking alternative by adding the Convention Center Garage to the Tech Museum Parking Validation Program. With the addition of the Convention Center Garage and its reasonable parking rates with validation in comparison to private parking in the area, the Tech Museum has an additional marketing opportunity to attract more visitors.

## **BACKGROUND**

The City has an existing agreement with the Tech Museum that specifies that the City will provide discounted parking at the 2<sup>nd</sup>/San Carlos Garage. The City meets that obligation through a parking validation program that allows Tech Museum visitors to park at the 2<sup>nd</sup>/San Carlos Garage at an incremental rate up to a daily maximum of \$3. Recent Tech Museum visitor surveys have identified the lack of convenient, reasonably priced visitor parking as a concern, especially for visiting families with young children.

## **ANALYSIS**

The 2<sup>nd</sup>/San Carlos Garage is located approximately three blocks from the Tech Museum and has been one of the primary locations for Tech Museum visitors to park. Approximately 10,500 Tech Museum parking validations are processed on an annual basis. In the interest of offering more convenient, validated parking to their visitors, the Tech Museum requested that the Convention Center Garage be included in the Validation Program. The Tech Museum expects that adding another parking facility, especially one located just one block from the museum, may increase annual attendance.

From a parking availability standpoint, on weekdays, the Tech Museum visitors typically arrive in the afternoon, while attendees to Convention Center events generally arrive early in the morning. Also, while the Tech Museum is busier during the weekends, most of the Convention Center events are scheduled during the weekdays. Since the major parking demand for the two venues does not directly coincide, there is expected to be limited impact on parking for Convention Center attendees. On days when the Convention Center has a major event with a flat daily rate, Tech Museum patrons will be provided validation at the 2<sup>nd</sup>/San Carlos Garage.

From a pricing standpoint, public and private parking rates in the Downtown have increased over the years, but there has been no adjustment in the maximum rate paid with a Tech Museum parking validation since 1998. Increasing the daily maximum validated parking rate from \$3 to \$5 as part of the proposal to include Convention Center parking, provides visitors with a more convenient parking location, and still a very competitive rate when compared to private parking that is closely located to the Tech Museum.

## **PUBLIC OUTREACH**

The Downtown Parking Board will review this item at their May 3, 2006 meeting. If approved by the City Council, staff will work with the Tech Museum to revise their marketing material to reflect the enhanced parking alternatives. The City's downtown parking website will also reflect these changes.

## **COORDINATION**

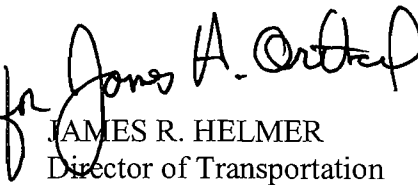
This proposal has been discussed and supported by the Tech Museum and Team San Jose who manages the Convention Center facility. This report has been coordinated with the City Attorney's Office.

**COST IMPLICATIONS**

The proposed daily maximum parking rate of \$5 is projected to generate approximately \$30,000 in additional revenues on an annual basis. There are no additional costs associated with implementing the rate change or adding the Convention Center Garage to the program.

**CEQA**

Exempt, File No. PP05-282



JAMES R. HELMER  
Director of Transportation

For questions, please contact Amit M. Kothari, Deputy Director, at 535-3838.